












At APEX, we understand that aviation significantly impacts the environment, and it is our responsibility to work towards a future where air travel is sustainable, efficient, and safe for future generations.

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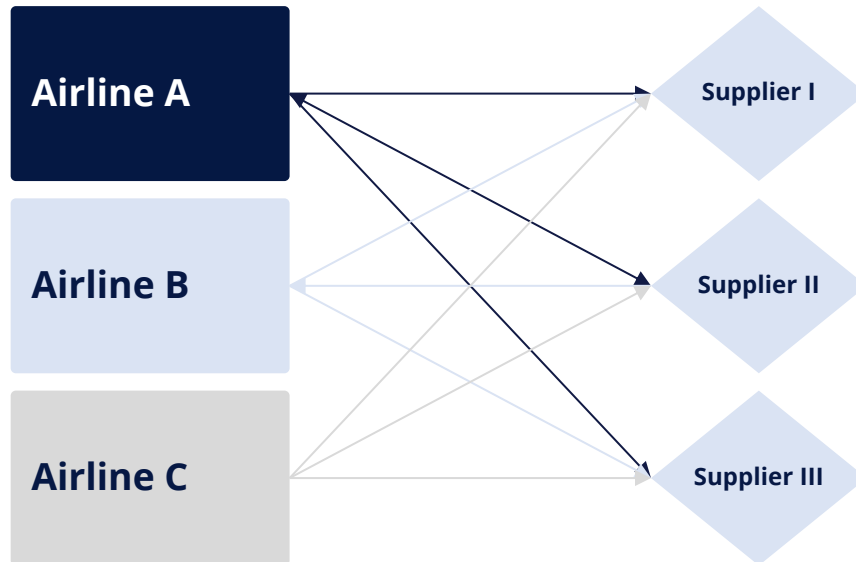
APEX Greener by Simplifying is a ground-breaking program that assesses airline products on sustainability, providing airlines with a database of certified products to choose from. Ultimately reducing aviation's impact on the environment.

APEX Greener makes it easier to assess the sustainability of an inflight product

Instead of having time-consuming 1:1 interactions between airlines and suppliers about the sustainability of a product, APEX Greener will provide a database with sustainability scores for various in-flight products

Current situation

1 on 1 interaction between airlines and multiple suppliers



APEX Greener

A database with in-flight products and their APEX Greener Score



The product categories we intend to launch in the next few months, include:



Amenity kits



Sanitizing kits



Passenger catering (cutlery, crockery, glasses/cups, etc.)



Passenger catering, food and drink



Passenger bed linen and duvets



Seat covers (not full seat)



Headrest covers



IFE hardware (screens, remote controls)



Headsets



Lighting



Passenger Service Units



Trash compacting units



Trash compacting units

Airline benefits



Free database containing a sustainability score for inflight products



Quickly make a shortlist of the most sustainable suppliers



APEX Greener score can be used to inform passengers about the sustainability of the airlines' inflight products

Supplier benefits



APEX Greener score for each infight product gives insights into the sustainability of your products



Insights into the APEX Greener scores of competing product providers



APEX Greener score can be used in marketing and sales campaigns

Database access

Airlines

- Access to ALL product categories
- Access to average scores per product categories
- Access to the scores of all products
- Select and filter options



It's one of the better options out there.



It's not the best, but it's not the worst either.



It's more likely to do some harm to the environment.

Suppliers

- Access to the scores of own product category
- Access to the scores of the competitors for the product categories participated in
- Access to the average scores of the product categories participated in

APEX Greener makes use of proven algorithm from **finch**

The Finch calculation is based on the following footprints



Climate



Human well-being



Water



Raw materials



Ecology

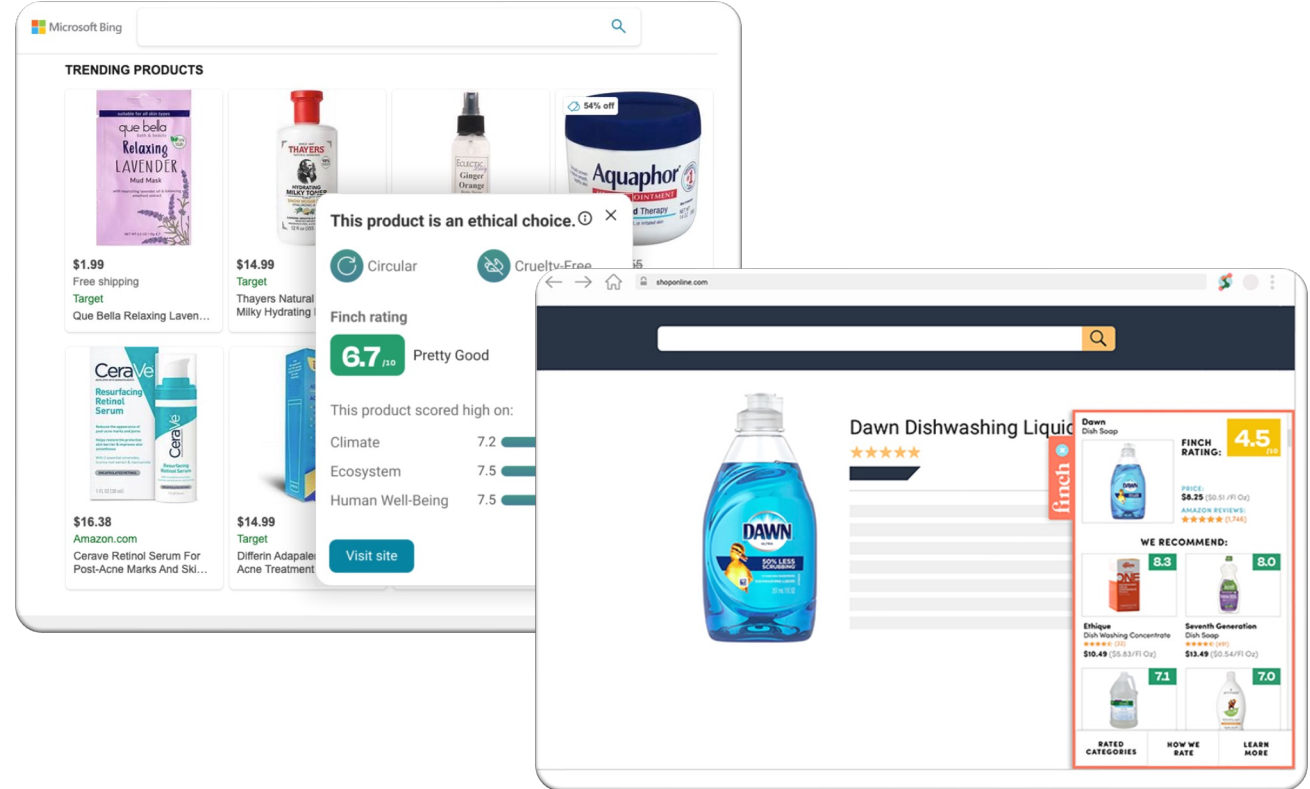


Waste

The scores for each of these come from a combination of material/ingredient impacts and the sustainability-relevant certifications of the product and/or company.

The **finch** methodology is peer reviewed and adopted by renowned companies

- The Finch scoring system is powered by **top scientific research** and unique insights.
- The Finch algorithm is supported by **peer-reviewed scientific literature** from academia, white papers by business leaders, government reports, quantitative insights, and qualitative information.
- As of May 2023, Finch has **scored more than 1 million products** across 120 categories
- Finch is used by trusted companies like **Microsoft Bing, Amazon, and Target**



Simple process for product submission

1. Provide* your product sheet and we will do the rest



2. If additional information is needed, you will be contacted per email

3. Results available within 2 weeks

* If there is no product sheet available, there is an intake form with questions that need to be answered

The investment



APEX AIRLINES MEMBERS

- Full database access
- Free of charge



SUPPLIER MEMBERS LAUNCHING PARTNERS

- Exclusively join the APEX Greener Board with top airlines' Chief Sustainability Officers
- 1 launching customer per product category
- Featured on a 1-1 podcast interview on Sustainability In The Air
- Up to 10 product assessed per year
- Database access to the product categories the supplier submitted product(s)
- Investment: \$50K per year



SUPPLIER MEMBERS

- Database access to the product categories the supplier submitted product(s)
- \$5000 per product rating or \$995 per product in case of >10 ratings